

# Motivation of personnel in an innovative business climate

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## Abstract

© 2018 International Strategic Management Association. All Rights Reserved. With increasing understanding of the importance of labor motivation in the personnel management system it is necessary to study the examples of practical implementation of personnel motivation programs that have been tested in successful companies. This work is designed to give answers to the following questions: How and what should motivate employees under the conditions of innovative business development? How is it done in Russia and around the world? What motivating programs are offered by employers today, what are their common features and fundamental differences? The main goal is to identify the best practices of motivation by using the examples of the leading foreign and Russian companies. The main conclusion- even considering the Russian specifics, one large salary is not enough in innovative conditions, therefore progressive companies introduce multifactorial motivation systems, including material and non-material components. The work is of practical value for the Russian business. The continuation of this original research can develop in two directions: "in breadth" and "in depth". In the first case a similar analysis carried out with a large sample of enterprises will reveal additional dependencies. In the second case an empirical study of the reaction to certain motivators and the ways of their implementation within a separate company is proposed.

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## Keywords

Innovative Development, Motivation Factors, Motivation of Personnel, Personnel Management, System of Motivation

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